Sales		Retail	
1221		1222	23
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

RJ Reynolds Tobacco Company

G. H. Moulton
6500 Jericho Turnpike #207
Commack, New York 11725
Phone: 516-499-0254
Fax: 516-499-572
Voice # 46958

December 9, 1997

Subject: Amoco #0003-70-00

To: All Division Manager, Retail Managers, Sales Reps and Retail Reps Involved

There are thirty (30) Amoco Corporate operated stations in the New York Metro Area. Most locations are small Kiosk stations with limited space compounded by local restrictions requiring all pumps be visible at all times.

A ridewith was completed and the attached plan-o-grams were developed for implementation beginning the week of December 29th with a completion date of mid January. Those involved are to place displays as indicated on the plan-o-grams. *The displays are being shipped directly to the stations with an estimated arrival of 12/22/97,* you will need to bring advertising for the displays. This may require you to remove a B&W display as their contract is terminating. If so, please leave the B&W display with the station manager for return.

Most locations will have a total of five (5) industry displays, three for PM and two for RJR. There are several locations that are authorized additional displays, but only those indicated on the plan-o-grams. The displays should be loaded per the plan-o-gram with Full Price and Doral. Doral is given a tray as it will be promoted through Amoco Corporate during 1998. The load for the Full Price Display(s) should be loaded according to the market area, but definitely use the BOX BRANDS in all full price loads.

A promotion schedule and a distribution will be developed and communicated through Corporate in Chicago. *If you have any problems with compliance please contact me.* Please *Voice Mail Pat Klein @ #815265 as locations are completed. If you have any problems please Voice Mail me @ #46958.*

Thank you for your usual good follow through.

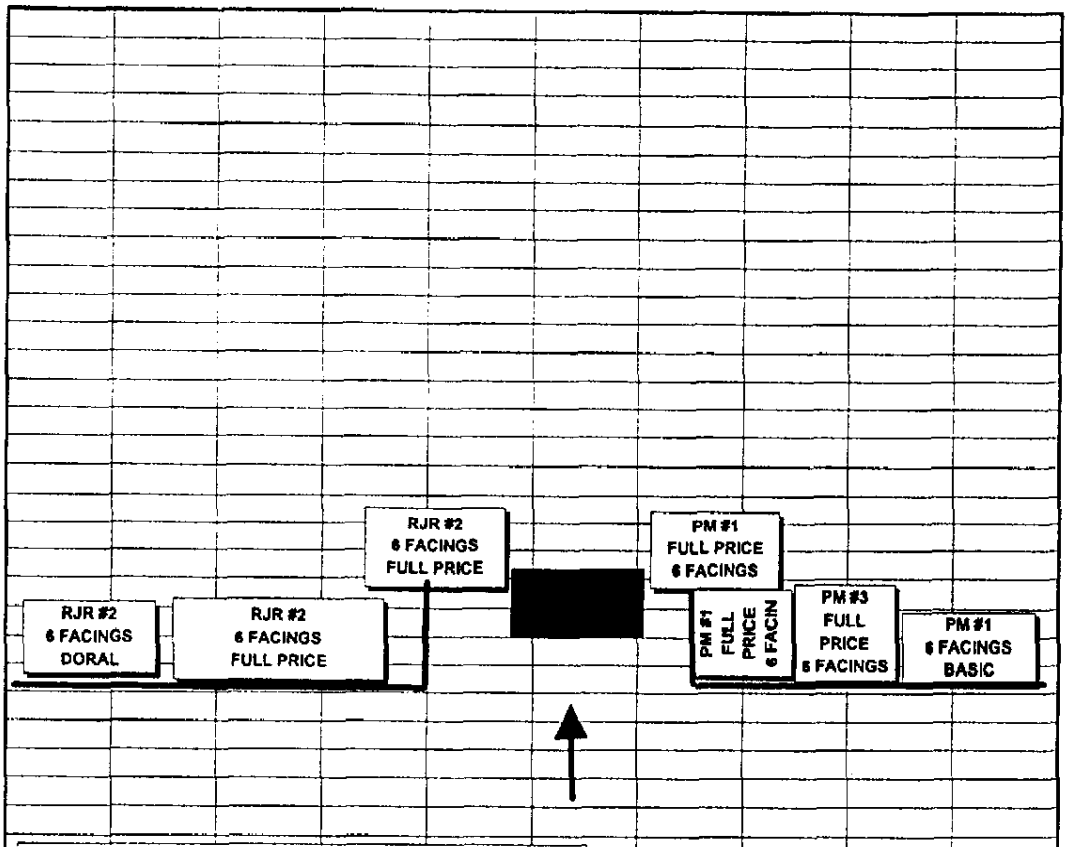
Happy Holidays

Sincerely,

George

51846 2035

Source: https://www.industrydocuments.ucsf.edu/docs/gmly0000



CHOOSE ONE:
__One Pay Point - Self Serve Food Shop
__Two Pay Points - Self Service Food Shop
__Two Pay Points - Self Service Food (Alternate)
__One Pay Point - Non Self Serve Food Shop
__Two Pay Points - Non Self Serve Food Shop
__Two Pay Points - Self Serve McDonalds
__Two Pay Points - Non-Self Serve McDonalds
__Two Pay Points - Non Self Serve KIOSK
X One Pay Point - Non Self Serve KIOSK
__Two Pay Point - Self Serve Split Second
__Other (Plesse Describe)_____

Full Price Displays:

Position #1 PM - 12 FACINGS
Position #2 RJR - 12 FACINGS
Position #3 PM - 6 FACINGS

Savings:
Position #1 BASIC - 6 FACINGS
Position #2 DORAL-6 FACINGS

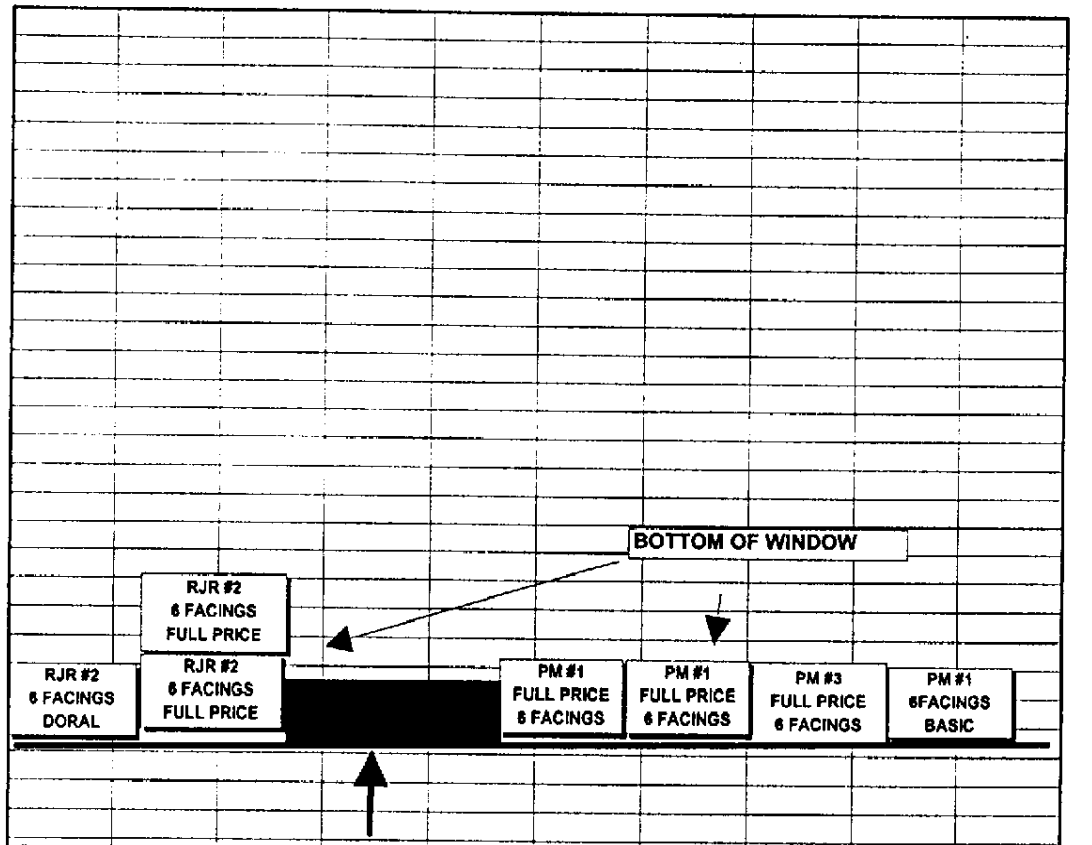
Store Number: #4587
Address: 1128 EAST GUN HILL ROAD
BRONX, NEW YORK

Chain ID#: 0003-70-00

Comments: SUCTION CUP DISPLAYS

51846 2036

Source: https://www.industrydocuments.ucsf.edu/docs/gmly0000



CHOOSE ONE:

__One Pay Point - Self Serve Food Shop
__Two Pay Points - Self Service Food Shop
__Two Pay Points - Self Service Food (Alternate)
__ One Pay Point - Non Self Serve Food Shop
__Two Pay Points - Non Self Serve Food Shop
__Two Pay Points - Self Serve McDonalds
__Two Pay Points - Non-Self Serve McDonalds
__Two Pay Points - Non Self Serve KIOSK
X **One Pay Point - Non Self Serve KIOSK**
__Two Pay Point - Self Serve Split Second
__Other (Plesse Describe)_____

Full Price Displays:

Position #1 PM - 12 FACINGS
Position #2 RJR - 12 FACINGS
Position #3 PM - 6 FACINGS

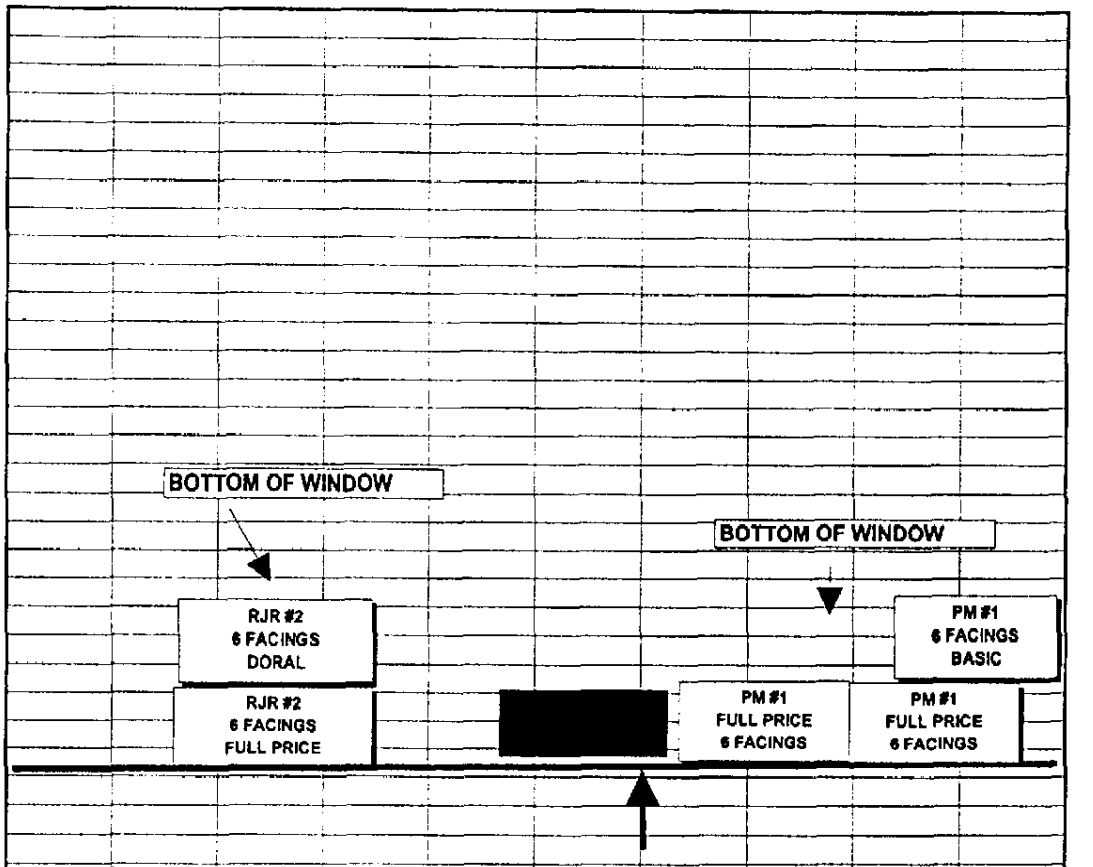
Savings:
Position #1 BASIC - 6 FACINGS
Position #2 DORAL - 6 FACINGS

Store Number: #4595
Address: 3300 CONNER STREET
BRONX, NEW YORK
Chain ID#: 0003-70-00

Comments: SUCTION CUP DISPLAYS

51846 2037

Source: https://www.industrydocuments.ucsf.edu/docs/gmly0000



CHOOSE ONE:
__One Pay Point - Self Serve Food Shop
__Two Pay Points - Self Service Food Shop
__Two Pay Points - Self Service Food (Alternate)
__One Pay Point - Non Self Serve Food Shop
__ Two Pay Points - Non Self Serve Food Shop
__Two Pay Points - Self Serve McDonalds
__Two Pay Points - Non-Self Serve McDonalds
__Two Pay Points - Non Self Serve KIOSK
X **One Pay Point - Non Self Serve KIOSK**
__Two Pay Point - Self Serve Split Second
__Other (Plesse Describe)_____

Full Price Displays:

Position #1 PM - 12 FACINGS
Position #2 RJR - 6 FACINGS
Position #3

Savings:
Position #1 BASIC - 6 FACINGS
Position #2 DORAL - 6 FACINGS

Store Number: #4596 Comments: SUCTION CUP DISPLAYS
Address: 1 EAST 233RD STREET
BRONX, NEW YORK
Chain ID#: 0003-70-00

51846 2038

Source: https://www.industrydocuments.ucsf.edu/docs/gmly0000